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(54) Title: MODULATORS OF ob GENE AND SCREENING METHODS THEREFOR		
(57) Abstract		
<p>This invention relates to the isolation and cloning of the promoter and other control regions of a human ob gene. It provides a method for identifying and screening for agents useful for the treatment of diseases and pathological conditions affected by the level of expression of an ob gene. These agents interact directly or indirectly with the promoter or other control regions of the ob gene. A PPARγ agonist, BRL49653, has been identified to be useful in treating anorexia, cachexia, and other diseases characterized by insufficient food intake or body weight loss. Modulators of ob gene expression may be used to treat other diseases such as obesity, diabetes, hypertension, cardiovascular diseases and infertility.</p>		

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